PROTECTION WHEN YOU INHALE—

(And all smokers do—some of the time)

PLUS finer pleasure all the time!

What happens when you inhale? It's easy to see — there's increased *chance* of irritation . . . in the nose and throat. So it pays to know the *facts* about *your* cigarette.

Here's what eminent doctors found out about the *five leading cigarettes:*

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Many smokers don't even know it—but *all* smokers inhale some of the time. That's why you need Philip Morris' superiority for the nose and throat—*recognized by eminent medical authorities!*

Today they cost no [illegible] than ordinary [illegible]lar-priced brands!

CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

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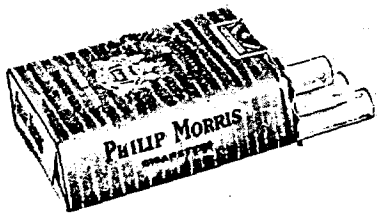

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TASTE BETTER—
PROVED BETTER—
better for your nose and throat!

CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

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